Annual Index

1964

The Journal of Insurance Information

The Insurance Information Institute
110 William Street, New York, N. Y. 10038

Index for 1964
(Numbers Refer to Pages)

Accent on Safety
Walter L. Sundstrom ..... Jan., 13
Adams, James T.
Blueprint for Building Sales ..... Mar., 17
Ad-ing Up the Answers ..... Nov., 30
Advertising and Promotion
Ad-ing Up the Answers ..... Nov., 30
Automobile Insurance ..... May, 22
Earthquake ..... July, 11
Insurance on the Air ..... Nov., 32
Promotion That's Hard to Beat ..... July, 25
Alverson, Dwight F.
More Blood in the Rural Turnip ..... Sept., 2
Archer, Richard A.
Expanding through Recruitment ..... Mar., 6
Are Women Getting the Message?
Florence W. Goldin ..... Sept., 10
Are You a Salesman?
George N. Kahn ..... May, 20
Auto Rating Simplified?
Howard S. Omsberg ..... Sept., 15

Blair, Robert H., Jr.
Promotion That's Hard to Beat ..... July, 25
Blueprint For Building Sales, a
James T. Adams ..... Mar., 17
Buoyant Market, a: 7.6 Million Boats
Roland Eckman ..... May, 2
Burglar Is a Piker, the
Norman Jaspan ..... July, 30

Charge of the Mass Brigade, the
Frances Fascetta ..... Nov., 13
Choose Your Partners -- And Use Them!
John N. Cosgrove ..... Mar., 38
Clark, Ernest L.
The Risk Manager: Product of Expansion ..... May, 37
Clark, The Hon. Tom C.
Moral Aspects of Traffic Safety ..... Sept., 34

Claxton, R. Allen
Landmark Decision in Illinois ..... July, 42
Court Decisions (feature)
Liability for
Crop Damage ..... Mar., 31
Fire ..... Sept., 19
Fire and Explosion ..... Jan., 8
Water Damage ..... May, 12
Liability of
Church ..... July, 29
Dog Owner ..... Mar., 31
..... July, 29
..... Sept., 19
Livestock feed seller ..... Nov., 12
Parents ..... May, 12
Partnership ..... Mar., 31
Race Horse Owner ..... Jan., 8
Restaurant ..... Sept., 12
Skating rink ..... Nov., 12
Storekeeper ..... Jan., 8
..... Nov., 12
Teacher ..... May, 12
Liability to
Pedestrian ..... July, 29
Cosgrove, John N.
Fulfilling the Basic Purpose ..... July, 16
Choose Your Partners -- and Use Them! ..... Mar., 38
Defense Research Institute ..... Nov., 39
Dithmer, Walter G.
Education by Osmosis ..... Jan., 42
Does Your Operation Need an Operation?
George M. Erwin ..... Mar., 32
Dollars and Sense of Fire Prevention, the
Frederick W. Westervelt ..... Jan., 34
Downey, Eugene G.
Riot: the People Peril ..... Nov., 7
The Gentleman from Siler City ..... Jan., 25
DRI: A Beacon for the Defense
James D. Ghiardi ..... Nov., 39

Earthquake? ..... July, 11
Eckman, Roland
A Bouyant Market: 7.6 Million Boats ..... May, 2

The Force Behind Nuclear Energy ..... Jan., 2
Education
Education by Osmosis ..... Jan., 42
Four Steps Up ..... May, 25
Training the New Producer ..... Mar., 12
Education by Osmosis
Walter G. Dithmer ..... Jan., 42
Endless Chain, the
Merlin J. Ladd ..... Mar., 43
Erwin, George M.
Does Your Operation Need an Operation? ..... Mar., 32
Expanding through Recruitment
Richard A. Archer ..... Mar., 6

Factory Insurance Association ..... Jan., 13
Fascetta, Frances
The Charge of the Mass Brigade ..... Nov., 13
Feldman, Albert
Four Steps Up ..... May, 25
Insurance on the Air ..... Nov., 32
For Safe Driving -- Proper Nutrition is Important ..... Nov., 42
For Those Who Keep in Step
H. Clay Johnson ..... Mar., 2
Force Behind Nuclear Energy, the
Roland Eckman ..... Jan., 2
Four Steps Up
Albert Feldman ..... May, 25
Fulfilling the Basic Purpose
John N. Cosgrove ..... July, 16

Gentleman from Siler City, the
Eugene G. Downey ..... Jan., 25
Ghiardi, James D.
DRI: A Beacon for the Defense ..... Nov., 39
Goldin, Florence W.
Are Women Getting the Message? ..... Sept., 10
Growth by Merger
Stetson Ward ..... Mar., 25

Hobbs, Whit
How to Make a Speech ..... Sept., 8
How to Make a Speech
Whit Hobbs ..... Sept., 8

Impact of the Whiplash Myth, the
Gordon H. Snow ..... Jan., 9
In the Wake of the Quake
Myles W. Smith ..... July, 2
Insurance Editor's Note
Chester C. Nash ..... Nov., 37
Clifford Reckling ..... Sept., 32
Leonard R. Snyder ..... Jan., 40
Insurance on Display ..... Sept., 20
Insurance on the Air
Albert Feldman ..... Nov., 32

Jaspan, Norman
The Burglar Is a Piker ..... July, 30
Johnson, Fred H.
A Time for Reflection ..... Mar., 4
Johnson, H. Clay
For Those Who Keep in Step ..... Mar., 2

Kahn, George N.
Are You a Salesman? ..... May, 20
Selling Goodwill ..... Nov., 17
You Can't Fire without Ammunition ..... Sept., 39
You're on Stage ..... July, 35
Keep It Profitable for Your Companies
Dee McElroy ..... May, 44
Kelley, C. Harvey Mar., 12
Training the New Producer ..... Mar., 12
Kenney, Roger
These Eventful Days ..... Jan., 19

Ladd, Merlin J.
The Endless Chain ..... Mar., 43
Landmark Decision in Illinois
R. Allen Claxton ..... July, 42
Lang, Zack M.
Don't Let Those Agency Values Drop! ..... Sept., 25
Lange, Roland H.
Responsibilities for Success ..... May, 13
Let's Have No More Roseburgs! ..... Sept., 44
Liaison on the Home Front
John A. Wherry and Lloyd E. Peterson ..... July, 22

Loss Adjustment
Fulfilling the Basic Purpose ..... July, 16
In the Wake of the Quake ..... July, 2
Liaison on the Home Front ..... July, 22
Task Force on the Move ..... July, 18
The Routine . . . Is Only the Beginning ..... July, 8
To Steer the Ship ..... July, 12

Marketing
A Blueprint for Building Sales ..... Mar., 17
A Buoyant Market: 7.6 Million Boats ..... May, 2
Are Women Getting the Message? ..... Sept., 10
Are You a Salesman? ..... May, 20
Earthquake? ..... July, 11
Keep it Profitable for Your Companies ..... May, 44
More Blood in the Rural Turnip ..... Sept., 2
Promotion that's Hard to Beat ..... July, 25
Rain Insurance in Reverse ..... May, 7
Selling Goodwill ..... Nov., 17
The Burglar Is a Piker ..... July, 30
The Charge of the Mass Brigade ..... Nov., 13
The Endless Chain ..... Mar., 43
You Can't Fire Without Ammunition ..... Sept., 39
You're on Stage ..... July, 35
McElroy, Dee
Keep It Profitable for Your Companies ..... May, 44
Moral Aspects of Traffic Safety
The Hon. Tom C. Clark ..... Sept., 34
More Blood in the Rural Turnip
Dwight F. Alverson ..... Sept., 2

Nash, Chester C.
Editorial ..... Nov., 37

Omsberg, Howard S.
Auto Rating Simplified ..... Sept., 15

Personalities
The Gentleman from Siler City
(J. Dewey Dorsett) ..... Jan., 25
Peterson, Lloyd E.
Liaison on the Home Front ..... July, 22
Promotion That's Hard to Beat
Robert H. Blair, Jr. ..... July, 25

Rain Insurance in Reverse
Myles W. Smith ..... May, 7
Reckling, Clifford
Editorial ..... Sept., 32
Responsibilities For Success
Roland H. Lange ..... May, 13
Riot: The People Peril
Eugene G. Downey ..... Nov., 7
Risk Manager: Product of Expansion, the
Ernest L. Clark ..... May, 37
Role of the Drinking Driver, the ..... May, 35
Routine . . . Is Only the Beginning, the .....
Mitchell Thomas ..... July, 8

Safety
Accent on Safety ..... Jan., 13
For Safe Driving--Proper Nutrition Is in Order ..... May, 42
Moral Aspects of Traffic Safety ..... Sept., 34
Steering Him Straight ..... Jan., 38
Toward "Safeguarding America" ..... Nov., 2
Selling Goodwill
George N. Kahn ..... Nov., 17
Shamblin, A. Kent .....
Task Force on the Move ..... July, 18
Smith, Myles W.
In the Wake of the Quake ..... July, 2
Rain Insurance in Reverse ..... May, 7
Smith, Jr. S. Strother
What, Me in Politics? ..... Nov., 25
Snow, Gordon H.
The Impact of the Whiplash Myth ..... Jan., 9
Snyder, Leonard R.
Editorial ..... Jan., 40
Starnes, Richard
Steering Him Straight ..... Jan., 38
State of the Industry
A Time for Reflection ..... Mar., 4
For Those Who Keep in Step ..... Mar., 2
Fulfilling the Basic Purpose ..... July, 16
Responsibilities for Success ..... May, 13
These Eventful Days ..... Jan., 19
Steering Him Straight
Richard Starnes ..... Jan., 38

Sundstrom, Walter L.
Accent on Safety ..... Jan., 13

Task Force on the Move
A. Kent Shamblin ..... July, 18
These Eventful Days
Roger Kenney ..... Jan., 19
Thomas, Mitchell
The Routine . . . Is Only the Beginning ..... July, 8
Time for Reflection, a
Fred H. Johnson ..... Mar., 4
To Steer the Ship ..... July, 12
Toward "Safeguarding America" ..... Nov., 2
Training the New Producer
C. Harvey Kelley ..... Mar., 12

Ward, Stetson
Crowth by Merger ..... Mar., 25
Westervelt, Frederick W.
The Dollars and Sense of Fire Prevention ..... Jan., 34
What, Me in Politics?
S. Strother Smith, Jr. ..... Nov., 25
Where Did It Begin? ..... Nov., 21
Wherry, John A.
Liaison on the Home Front ..... July, 22

You Can't Fire without Ammunition
George N. Kahn ..... Sept., 39
You're on Stage
George N. Kahn ..... July, 35